

ABSTRACT

MSMEs play a major role in the Indonesian economy, including in South Tangerang City. One example is the Belane MSME which produces instant peanut sauce in solid form. In operating its business, this MSME experiences obstacles, especially in the ordering process and financial recording which are still done manually. This often causes inaccuracy, recording errors, and inefficiency of working time. This study was conducted to see the ongoing process flow, make a plan for improvement, and compare the results before and after improvement with the Business Process Improvement (BPI) method.

The BPI method is applied through several steps, such as understanding the existing workflow, moving unnecessary activities, and designing a simple digital system to support business processes. Data was obtained through direct observation and interviews, as well as by recording the time required for each activity. The results of the study showed that the use of simple tools such as Google Form and Spreadsheet can speed up work and reduce recording errors. The overall process time also decreased from 474.58 minutes to 376 minutes, or more efficient by around 12.62%.

This improvement proves that a simple but structured approach can help MSMEs work faster and more structured without the need for large costs.

Keywords: UMKM Belane, Business Process, Business Process Improvement, Cycle Time, Simple Application.